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REMARKS

Claims 1-4, 7-13, 24-25, 28-34 and 45-46 are rejected under 35 U.S.C. § 102(e) as being anticipated by Tso. Applicant respectfully traverses this
5 rejection. As amended, claim 1 recites:

A computer communications system for providing advice consumers with targeted information without requiring the disclosure of private profile data, the computer system comprising:
10 **at least one advice site configured to:**
 receive information from at least one content provider, said information including profile information describing advice consumers for whom said information is targeted;
 make said information available to at least one reader running on a client advice consumer computer;
15 *wherein the at least one reader can access a user profile of the client advice consumer computer on which it is running;*
 wherein the at least one reader can access the included profile information describing advice consumers for whom said received information is targeted;
20
25 receive at least one request from at least one reader for information received from at least one content provider, responsive to a determination that the included profile information describing advice consumers for whom said received information is targeted matches the user profile of the client advice consumer computer on which the at least one reader is running;
 provide said received information to at least one client advice consumer computer only in response to receiving said at least one request from at least one reader;
30 *wherein said at least one content provider and said at least one advice site cannot access any user profile of any client advice consumer computer; and*
 wherein at least one user profile of at least one client advice consumer computer comprises at least some private data
35 (emphasis added).

In other words, information providers send data that is targeted to specific types of users to advice sites. The sent information includes profile information describing the type of users for which the information is targeted
40 (e.g., users with certain computing environments, interests, etc.). A reader runs on each user's computer, which can access both the profile descriptions for the targeted information on the advice sites, and the private profile of the user on whose computer the reader is running. The reader can then

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determine if information on various advice sites matches the profile of the local user, and provide only information to the user which matches the user's profile. Only the local reader running on the user's computer can access the user's profile. The content providers and advice sites cannot do so. This 5 way, highly targeted information can be provided to users, without the users having to disclose sensitive, private profile data.

Tso does not disclose or suggest any of these limitations. Instead, Tso discusses an information provider sending data to a server. The server then 10 filters the information for users based on user profiles, location and time. The server which performs the filtering has access to the profile of each user. These profiles contain private information. In fact, Tso is explicit that the users have to fill out the profiles which are then accessed by the server (Tso, col. 21, lines 33-51). Thus, Tso does not disclose or suggest providing 15 targeted information to users without requiring that the users disclose private profile data, as recited by claim 1.

Claims 2-4 and 7-13 depend from claim 1, and thus should be allowable for at least the same reasons as claim 1. Claim 24 is a method claim similar in 20 scope to claim 1, and is amended herein to recite limitations similar to those discussed above. Therefore, claim 24 should be allowable for at least the same reasons as claim 1. Claims 25 and 28-34 depend from claim 24, and thus should be allowable for at least the same reasons as claim 24.

25 Applicant respectfully notes that the Examiner offers no explanation for the rejection of claims 45-46. Applicant believes claims 45 to be allowable for reasons similar to those concerning independent claim 1. Claim 46 depends from claim 45, and thus should be allowable for at least the same reasons as claim 45.

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Claims 5-6 and 26-27 are rejected under 35 U.S.C. § 103(a) as being obvious in light of a hypothetical combination of Tso and Tjaden. For the record, Applicant respectfully traverses the Examiner's position that the hypothetical combination of Tso and Tjaden would disclose or suggest all of the limitations

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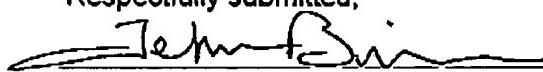
of claims 5-6 and 26-27. For the record, Applicant also respectfully traverses the Examiner's position that there exists motivation to combine Tso and Tjaden. However, Applicant posits that this is now moot, as claims 5-6 and 26-27 depend from independent claims discussed above, and should be
5 allowable for at least the same reasons.

Claims 14-15 and 35-36 are rejected under 35 U.S.C. § 103(a) as being obvious in light of a hypothetical combination of Tso and Loeb. Applicant respectfully traverses this rejection. For the record, Applicant respectfully
10 traverses the Examiner's position that the hypothetical combination of Tso and Loeb would disclose or suggest all of the limitations of claims 14-15 and 35-36. For the record, Applicant also respectfully traverses the Examiner's position that there exists motivation to combine Tso and Loeb. However,
15 Applicant posits that this is now moot, as claims 14-15 and 35-36 depend from independent claims discussed above, and should be allowable for at least the same reasons.

Should the Examiner deem it helpful, she is encouraged to contact Applicant's attorney Jeffrey Brill at (650) 474-8400.

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Respectfully submitted,



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